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FOR IMMEDIATE RELEASE

Mayor's Task Force Launches Awareness Campaign

The Mayor's Task Force to End Woman Abuse has launched a month-long community-based Awareness Campaign. Working in collaboration with several community leaders since her Task Force was announced a year ago, Mayor Anne Marie DeCicco-Best today announced the "I Step Forward" Campaign to end men's violence against women.

Citing an increase in violent crime against women in recent years and hoping to champion a proactive response to this growing need in London, the Mayor is asking citizens to learn more about the sometimes subtle signs of abuse.

"By shining a light on the broad issue of woman abuse, which may happen in homes, in neighbourhoods and in work places, we hope people will be moved to action," says Mayor DeCicco-Best. "The 'I Step Forward' Campaign invites each of us to play a part in identifying situations of abuse and assisting those in need find help.

Among its goals, The Task Force is striving to enhance relationships among police, education, health, business, labour, government and woman abuse experts - and as a result, bring substantial public awareness to the issue and its horrific impact on the community.

Throughout the month of November, the Task Force has arranged for billboards, transit shelter ads and posters to be highly visible in the city. The Task Force has also established a website as an important community resource to provide both help and hope to those in crisis, and guidance for those who know someone who needs help now.